



PRSA Pittsburgh

## 2015 RENAISSANCE AWARDS

# CALL FOR ENTRIES

Public Relations/Communications Professionals in the Pittsburgh area are invited to submit your innovative, creative exciting projects and programs for PRSA Pittsburgh's annual awards program.

DEC  
05

DEADLINE FOR ENTRIES

## HOW TO ENTER

- 1 Download entry form at [www.prsa-pgh.org](http://www.prsa-pgh.org) and complete for each entry (note: you may submit the same program/project for more than one category, but each must have its own entry)
- 2 Provide a summary of your program using the Campaign or Tactic Entry Format and an abstract of no more than 50 words describing the program. Include the title of the program and the budget at the top of the summary.
- 3 Provide 1-3 visual elements that best represent the campaign or tactic. Incorporate publicity clippings, reports, letters, pictures and samples of materials used in the program.
- 4 Email entry form, summary, abstract and all other assets to [renaissance@prsa-pgh.org](mailto:renaissance@prsa-pgh.org). (You will receive a confirmation of received assets within 48 hours.)

## DEADLINES & FEES

2014

### Early Bird Deadline

FRIDAY **NOVEMBER 21**  
— 5:00 PM EST —

\$65

#### PRSA Members

\*Not-for-Profit  
PRSA Members: \$50

\$70

#### Non-Members

\*Not-for-Profit  
Non-Member: \$55

### All Entries Deadline

FRIDAY **DECEMBER 05**  
— 5:00 PM EST —

\$85

#### PRSA Members

\*Not-for-Profit  
PRSA Members: \$70

\$90

#### Non-Members

\*Not-for-Profit  
Non-Member: \$75

Submit payments at [www.prsa-pgh.org](http://www.prsa-pgh.org)

No fee necessary for awards honoring individuals/organizations // \*include proof of 501(c)(3) certification

## JUDGING

An impartial panel of judges from another PRSA Chapter will judge all PRSA/Pittsburgh entries. Judges reserve the right to reassign entries to a more appropriate category if warranted. No awards will be given in categories where judges determine that the entries do not merit them.

## JUDGING CRITERIA

Each entry must be a public relations program or project for which the bulk of the work was completed between October 1, 2013 and September 30, 2014. Entrants may submit as many entries as they wish.

Judges will evaluate campaigns and tactics based on a concise summary, which should include the areas listed below.

### Campaign Entry Format



#### Situation Analysis / Research

Describe the situation and audience (10%)



#### Planning

Including research, goals/objectives/strategies, planning process (30%)



#### Implementation / Execution

Describe how the plans were executed and all tactics. Quality of work, creativity and budget (30%)



#### Evaluation

Overall success of the program, including metrics and method of evaluation (30%)

### Tactics Entry Form



#### Planning / Content

Objectives and target audience, including research (30%)



#### Creativity

Unique messages, materials, technology (15%)



#### Technical Excellence

Quality of design, writing and other communications elements (25%)



#### Results

Overall success of program / project, including metrics and method of evaluation (30%)

Send entries or questions to: Christina Binz at [renaissance@prsa-pgh.org](mailto:renaissance@prsa-pgh.org)

AWARD CATEGORIES FOR CAMPAIGNS, TACTICS and INDIVIDUALS/ORGANIZATIONS  
FULL LIST OF CATEGORIES AT [PRSA-PGH.ORG](http://PRSA-PGH.ORG)

Pittsburgh  
**PRSA**